

## ABSTRACT

An apparatus and method for use in transforming existing web pages (or other information) for display (playback or the like) on associated web enabled Internet appliances. For display materials, a graphical editing tool is provided that allows a web designer to pull up source content pages wherein the information components are identified and assigned an identifier. The identified components are graphically arranged into a result area according to the capabilities of the receiving web enabled appliance. A set of transformation rules is generated according to the graphically arranged result. These rules are then used by a server device to transform the requested source information as it is requested by the web enabled appliance. The rules can be stored and applied by a device, including a proxy server device, that requests the source content material from a web server and then responds with the transformed information via application of the set of transformation rules.

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